



**CONDITIONAL USE PERMIT  
CITY OF GREENVILLE, SOUTH CAROLINA**

*A copy of this permit must be kept on premises at all times, available to City inspectors.  
For more information, contact the Planning and Development office at City Hall, 864.467.4476.*

This Conditional Use Permit (CU 15-843) authorizes the following zoning activity, subject to the conditions listed below, as regulated in the Greenville City Code, Sections 19-2.3.6, *Conditional Use Permit*, 19-4.1, *Table of Uses*, and 19-4.3.3, *Use Specific Standards*:

**BAR, OPEN TO THE PUBLIC UNTIL 2:00 AM**

Property location: **5 N LAURENS ST (TMS#: 004900-04-00102)**

**Conditions:**

- 1) The Conditional Use Permit is limited to the Applicant, MHG Greenville AL, LP dba Aloft Greenville Downtown, and the part of the business known as "WXYZ Lounge," and is not transferrable.
- 2) The WXYZ Lounge shall close no later than 2:00 AM. Operation of the facility shall substantially conform to the information provided by the Applicant to the Technical Advisory Committee and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the Conditional Use Permit.
- 3) At all times during its occupancy, the Applicant shall assign a manager to the premises who shall ensure compliance with the terms of this Permit, the City Code, and the applicable SC Code of Laws and Regulations. Operation of the business shall comply at all times with the provisions of the State Alcoholic Beverage Control Act and the Regulations of the Department of Revenue.
- 4) The Applicant and all of its managers and employees responsible for the management of the facility (current and future) shall participate in the "Merchant Education / Server Training" Program offered by the Phoenix Center or comparable program offered by other vendor(s) approved by the Greenville Police Department. Evidence of satisfactory completion of this training shall be retained for each employee on-site and available for inspection by code enforcement officers. Current personnel shall receive training within ninety (90) days of the date of the granting of this Permit and future personnel shall receive training within thirty (30) days of hiring.
- 5) Live entertainment is limited to acoustic musical performances located in the interior of the building. Sound amplification is prohibited except through an in-house sound system, which shall be directed toward the interior of the building.
- 6) Except to provide ingress and egress, balcony doors and windows shall remain closed after 10:00 PM. Music or other sound amplification is prohibited on the outdoor balcony after 10:00 PM.
- 7) Maximum occupant capacity shall be approved by the Building Codes department and shall be managed by the proprietor to prevent over-crowding.
- 8) A copy of the Conditional Use Permit shall be maintained with other posted occupancy information on the premises and made available for code enforcement inspections.

**ISSUED THIS 26th DAY OF December, 2015.**

  
**PLANNING & DEVELOPMENT DIVISION**



**City of Greenville**

**Notice of Administrative Decision for Application # CU 15-843**

*This public notice is mailed to property owners within 300 feet of the subject property*

**Property Address:** 5 N LAURENS ST (TMS#: 004900-04-00102)

**Application:** Conditional Use Permit to establish a hotel bar / lounge open to the public until 2:00 AM in the C4, Central Business District

**Decision:** Approved with Conditions

**Conditions:**

- 1) The Conditional Use Permit is limited to the Applicant, MHG Greenville AL, LP dba Aloft Greenville Downtown, and the part of the business known as "WXYZ Lounge," and is not transferrable.
- 2) The WXYZ Lounge shall close no later than 2:00 AM. Operation of the facility shall substantially conform to the information provided by the Applicant to the Technical Advisory Committee and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the Conditional Use Permit.
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- 7) Maximum occupant capacity shall be approved by the Building Codes department and shall be managed by the proprietor to prevent over-crowding.
- 8) A copy of the Conditional Use Permit shall be maintained with other posted occupancy information on the premises and made available for code enforcement inspections.

By application filed 12/11/15 the Applicant, MHG Greenville AL, LP dba Aloft Greenville Downtown, requested a Conditional Use pursuant to Section 19-2.3.6, *Conditional Use Permit*; Section 19-4.1, *Table of Uses*; and Section 19-4.3.3, *Use Specific Standards*, of the Greenville City Code to operate hotel bar / lounge after midnight in the C-4, Central Business District. Notice was mailed to property owners within 300 feet of the subject property on December 11, 2015. The Applicant met with the Technical Advisory Committee on December 17, 2015.



**Findings:**

- The Technical Advisory Committee made sufficient findings to recommend approval of the permit, subject to the conditions enumerated above and the Report of the Technical Advisory Committee.
- The use complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of Section 19-4.3, Use Specific Standards.
- The infrastructure capacity is adequate to serve the conditional use.
- The use complies with the standards for granting a special exception:

The use is consistent with the comprehensive plan. The Future Land Use Map of the City's comprehensive plan designates the area as "Mixed-Use City Center."

The use is compatible with the character of surrounding lands. The use is located in the C-4, Central Business District, which encourages pedestrian-oriented development including specialty and neighborhood-oriented retail. Surrounding lands provide a mix of office, service, retail, entertainment, civic, and residential uses. The WXYZ Lounge will serve hotel guests and visitors as well as the general public and will be located in the fourth floor lobby of the hotel. The lounge also has a small outdoor balcony overlooking the One City Plaza.

Adverse impacts associated with the design of the use, which may include noise, over-crowding, or incidents of crime associated with the serving of alcohol are intended to be addressed by the conditions enumerated above.

**Appeal:**

Any person believing that the administrator erred in its decision has the right to appeal the decision to the City of Greenville Board of Zoning Appeals. The appeal form and fee must be submitted to the Planning and Development office within 10 business days after the decision is made, and must state the reasons he or she believes the decision is illegal, either in whole or in part.


**Conditional Use Permit:**

The Conditional Use Permit issued to the Applicant is required to be maintained with other posted occupancy information on the premises, available to city inspectors.

**General Information:**

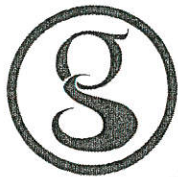
The appropriate responsible party must obtain any necessary permits, certificates and/or licenses from the City of Greenville Permits and Licenses Office before beginning work, occupying premises, or starting a business.

Failure to comply with any conditions prescribed in conformity with the City of Greenville Code of Ordinances (Land Management), when made part of the terms under which this Conditional Use is granted, shall be deemed a violation of the City Code, punishable under penalties established by City Code.

  
Michael Kerski  
Planning and Development Division Manager

12/26/15  
Date

Application # CU 15-843 Fees Paid \_\_\_\_\_  
Date Received: 12-11-2015 Accepted by \_\_\_\_\_  
Date deemed complete \_\_\_\_\_ App Deny Conditions



## APPLICATION FOR CONDITIONAL USE CITY OF GREENVILLE, SOUTH CAROLINA

**APPLICANT / PERMITTEE\*:** MHG Greenville AL, LP DBA Aloft Greenville Downtown  
\*Operator of the proposed use; Name Title / Organization  
permit may be limited to this entity. \_\_\_\_\_

**APPLICANT'S REPRESENTATIVE:** Jonathan Brashier General Manager, Aloft  
(Optional) Name Title / Organization

**MAILING ADDRESS:** 5 N. Laurens St Greenville SC 29601

**PHONE:** 864-297-6100 **EMAIL:** jbrashier@aloftgreenvilledowntown.com

**PROPERTY OWNER:** MHG Greenville AL, LP

**MAILING ADDRESS:** 5 N. Laurens St Greenville SC 29601

**PHONE:** 864 297 6100 **EMAIL:** jbrashier@aloftgreenvilledowntown.com

### PROPERTY INFORMATION

**STREET ADDRESS:** 5 N. Laurens St Greenville SC 29601

**TAX PARCEL #:** PIN 0049000400100 **ACREAGE:** 1.08 **ZONING DESIGNATION:** C4

Parcels 1-5

### REQUEST

Refer to Article 19-4, Use Regulations, of the Land Management Ordinance ([www.municode.com/library/](http://www.municode.com/library/))

**DESCRIPTION OF PROPOSED LAND USE:** Hotel, Restaurant, Bar - open until 2 AM  
until 1:00 AM Friday & Saturday

### INSTRUCTIONS

1. The application and fee, made payable to the City of Greenville, must be submitted to the planning and development office during normal business hours.
2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a conditional use). See also **Section 19-2.3.6, Conditional Use Permit**, for additional information. You may attach a separate sheet addressing these questions.
3. For conditional use requests for nightclubs/bars, event venues, or businesses operating after midnight, the applicant must also submit the **Zoning Compliance Application for Establishments Serving Beer, Wine, or Liquor**.



4. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.

5. You must attach the required application fee: \$250.00

6. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6, Determination of Sufficiency**, prior to routing the application for staff review. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

7. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning office by separate inquiry determines that such a restriction exists, it shall notify the applicant and advise them to withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived.

To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is \_\_\_\_\_ or is not ☒ restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

Matthew Neal APPLICANT SIGNATURE

12/11/15 DATE

for Smith, as agent of MHG Greenville AL, LP PROPERTY OWNER SIGNATURE

12/11/15 DATE

**Applicant Response To  
Section 19-2.3.6(D), Standards – Conditional Use Permit**

(You may attach a separate sheet)

1. Describe the ways in which the proposal complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of **Section 19-4.3, Use Specific Standards**.

Hotel and lounge will comply.

2. Describe the ways in which the infrastructure (roads, potable water, sewerage, schools, parks, police, fire, and emergency facilities) capacity is adequate to serve the proposed conditional use.

Property has been approved for a full building permit  
and has received a Temporary Certificate of Occupancy



# city of greenville

## Zoning Compliance Application

## Establishments Serving Beer, Wine, Or Liquor

### Applicant

Name MHG Greenville AL, LP dba Aloft Greenville Downtown Phone 864 297 6100

Mailing Address 5 N Laurens St Greenville SC 29601

Email jbrashier@alofthgreenville.com

Signature of Applicant [Signature] Date 12/10/15

### Property Owner

Name MHG Greenville AL, LP Phone 770-534-3381

Mailing Address 1 403 Washington St Suite 200, Gainesville, GA 30501

Email wes@mckibbin.com

Signature of Property Owner [Signature] as agent of MHG Greenville AL, LP Date 12/10/15

### Property Information

Address 5 N Laurens St Greenville SC 29601

TMS# 004000400100 Zoning District Designation C4

### Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

#### Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

#### Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management
6. Crime Prevention through Environmental Design (CPTED)

#### Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.
2. Schedule a feasibility inspection of the property: 864.467.4457

#### Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol Vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status Of City Business License Application
5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status Of Abl-901 Application To SC Department Of Revenue
7. Provide Documentation That Sled Requirements Have Been Met



## City of Greenville Zoning Compliance Application

### Aloft Greenville Downtown WXYZ Lounge

#### Operating Plan

1. Type of use: Hotel Restaurant and Lounge
2. Hotel open 24/7 WXYZ Lounge hours M-TH 4PM -12 midnight F&S 2PM – 1AM Sun – noon – midnight
3. Staffing Schedule: Bartender, cocktail waitress, cook, manager
4. Kitchen equipment schedule (Attachment A)
5. Menu (see attached). Food served until midnight. (Attachment B)
6. Parking available in the city garage attached to the hotel (Attachment C)
7. Designated smoking area: Facility is non smoking
8. Type of entertainment and duration. Variety of acoustic singer songwriters, days and times vary)
9. Closing procedures: Last call announced 15 minutes prior to close

#### Seating Plan

1. Attachment D
2. Feasibility – Hotel was previously approved for a full building permit and has received a temporary Certificate of Occupancy

#### Security Procedures

1. Security: None. Manager present and will hire additional security as needed
2. Training: All Staff Serve Safe Alcohol and Serve Safe Food Handler's course
3. Specific Duties: Responsibly serve food and beverages to patrons
4. Entry/Exit: Enter through main lobby of the hotel into the hotel lobby bar

5. Crowd Management: Hotel management on site
6. Crime Prevention: Security cameras present

Business Plan:

1. Business Plan Summary: Target audience is hotel guests and local community.
2. Percent food v Beverage 60% food, 40% beverage
3. Fee: Complimentary, no entry fee
4. Status of city business application: Approved pending approval of "Application for Conditional Use"  
12/10/15
5. Status of SCDHEC : Approved with 100% A rating  
12/8/15
6. Status of Abl-901: Approved and issued 12/10/15
7. SLED inspection provided to SC Dept of Revenue  
12/09/15

1. Ways proposed use is consistent with comprehensive plan:  
The WXYZ Lounge will be an amenity for both hotel guests and the local community

2. Appropriate:

The hotel and lounge was designed to fit in with the existing architecture and create a vibrant district attached to the ONE City Plaza.

3. Minimize adverse affects:

The lounge within the hotel provides a welcoming environment for hotel guests and the local community.



1. Ways proposed use is consistent with comprehensive plan:

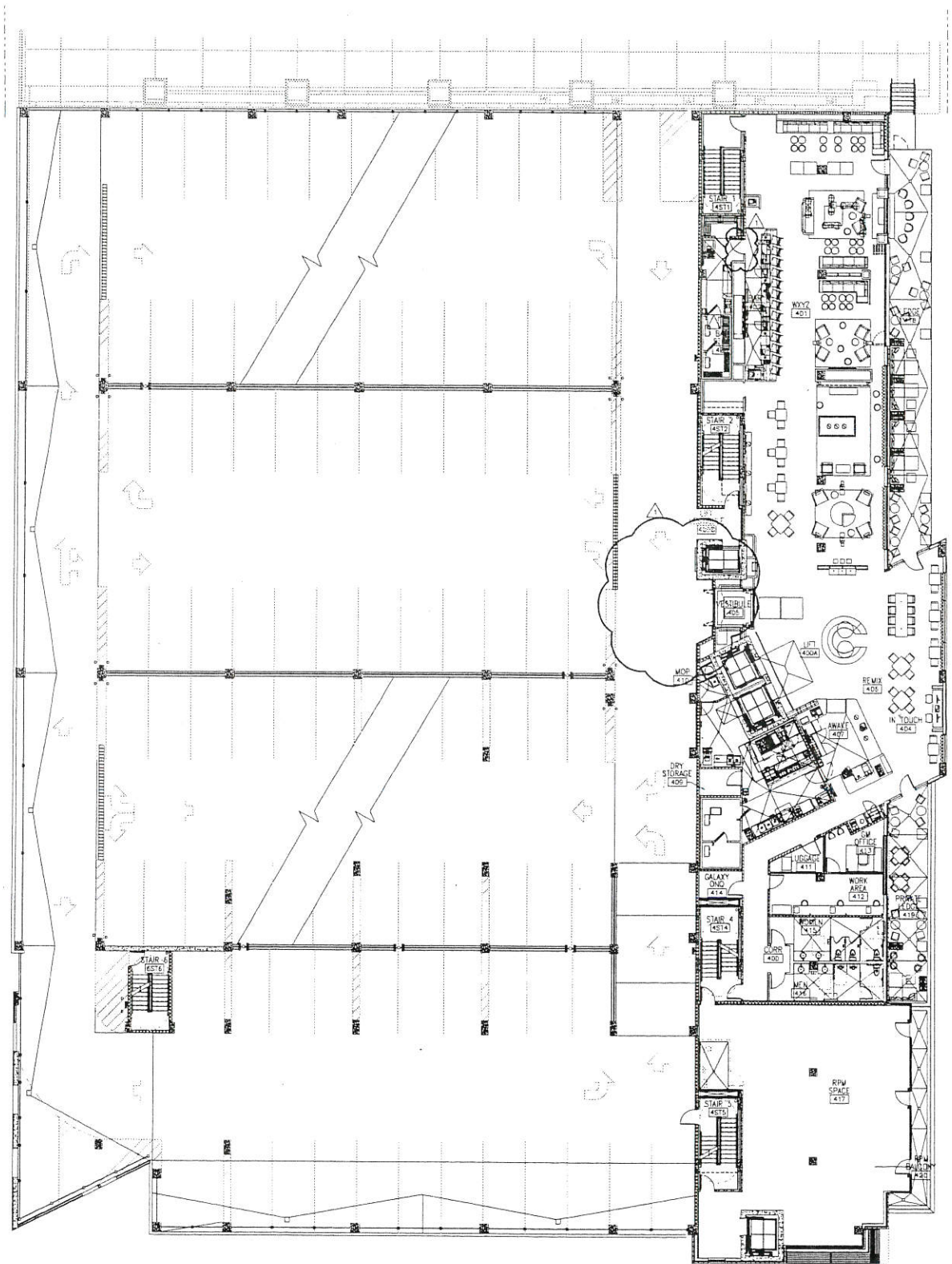
The WXYZ Lounge will be an amenity for both hotel guests and the local community

2. Appropriate:

The hotel and lounge was designed to fit in with the existing architecture and create a vibrant district attached to the ONE City Plaza.

3. Minimize adverse affects:

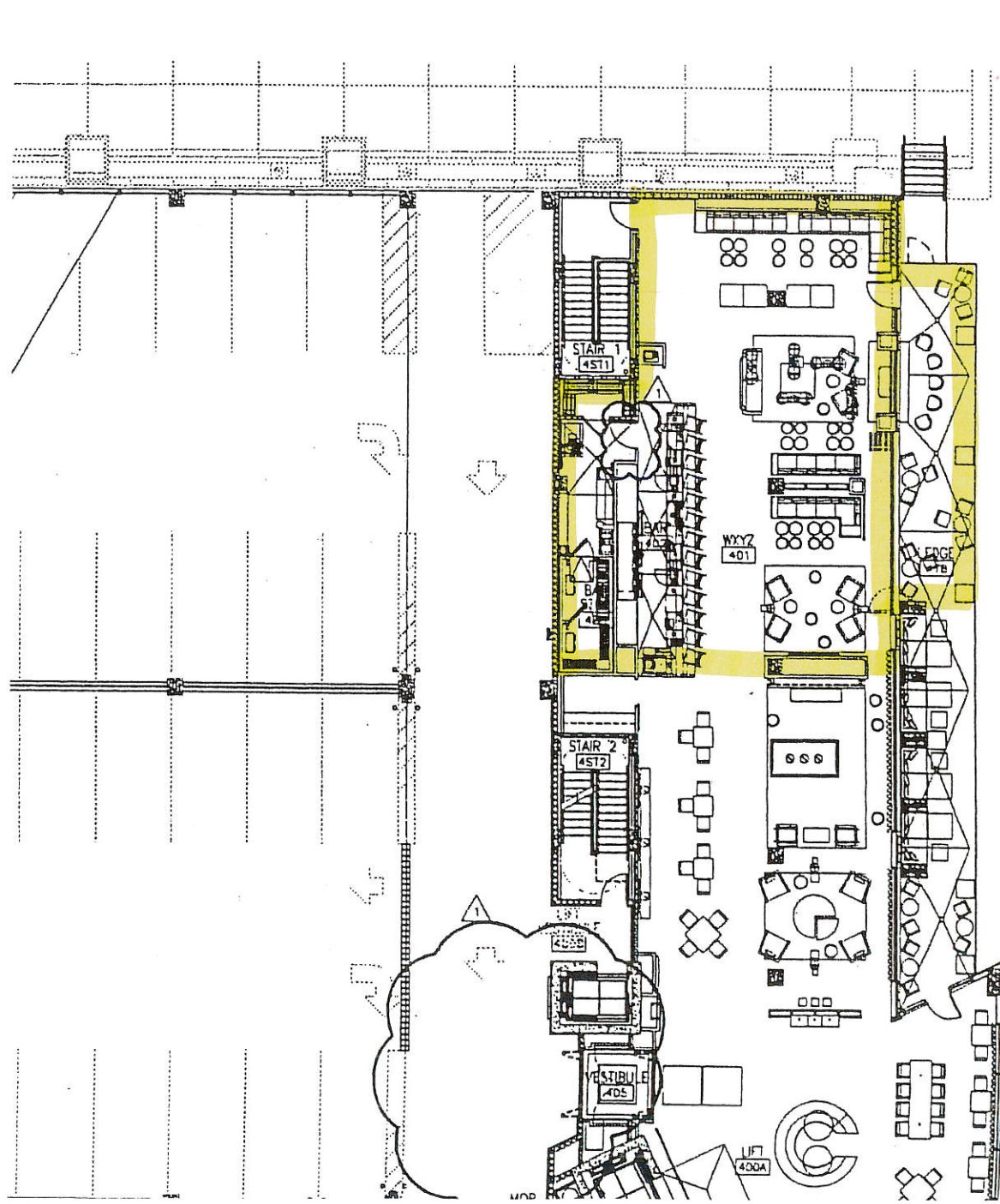
The lounge within the hotel provides a welcoming environment for hotel guests and the local community.



P6 PARKING LEVEL / 4TH FLOOR PLAN  
 3/32" = 1'-0"

0 5'-4" 10'-8" 21'-4"  
 SCALE: 3/32" = 1'-0"





WXVZ Lounge  
area  
(highlighted)

A

WINFORD LINDSAY  
ARCHITECT

344 WEST 42ND STREET  
NEW YORK, NY 10018  
CO OWNERS

HUGHES  
TELECOMMUNICATIONS  
CORPORATION  
300 WEST 57TH STREET  
NEW YORK, NY 10019

ckobor  
CORPORATION  
100 WEST 42ND STREET  
NEW YORK, NY 10018

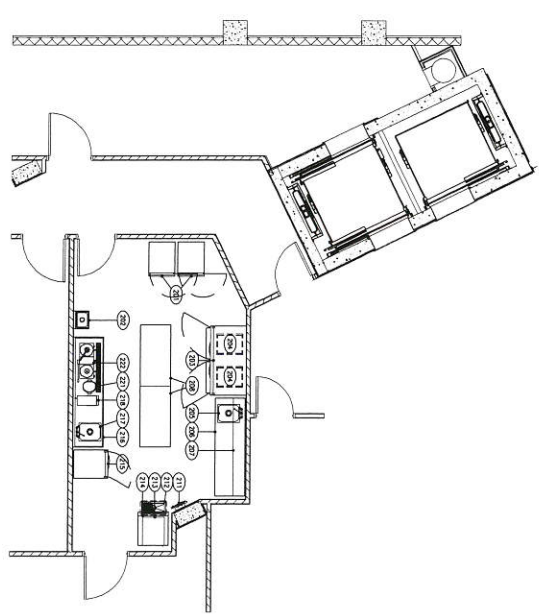
THE RPA  
PARTNERSHIP  
7 WEST 42ND STREET  
NEW YORK, NY 10018

ONE  
LAURENS  
WEST WASHINGTON  
STREET  
GREENWICH, CT

eloft  
ELECTRIC LIGHT  
FABRIQUE  
P.A.C. PARKING GARAGE  
OFFICE/RETAIL SELLER SPACE  
BY SPACE

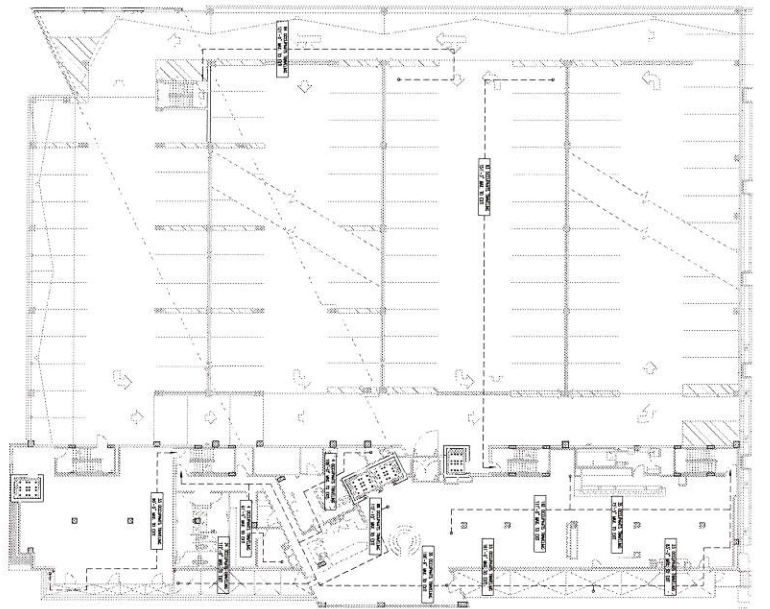
PROJECT NO. 21303  
DATE: 12-23-13  
DESIGNED BY:  
DRAWN BY:  
CHECKED BY:  
DATE: 12-23-13  
BY: [Signature]  
380 S. 10TH STREET  
KITCHEN EQUIPMENT  
LAYOUT & SCHEDULE

K103

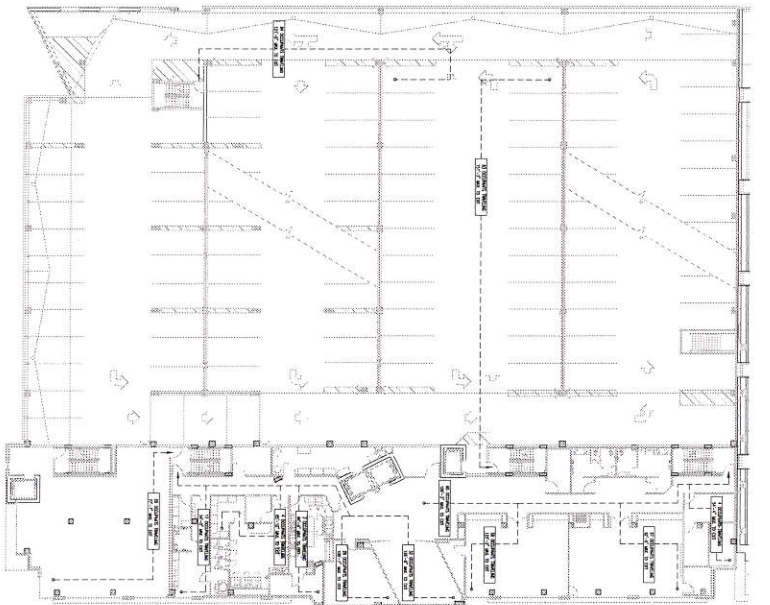


EQUIPMENT SCHEDULE			
ITEM #	EQUIPMENT CATEGORY	MANUFACTURER	EQUIPMENT REMARKS
202	1	WASH SINK	ADVANCE TUBCO
203	1	WASH SINK	ADVANCE TUBCO
204	2	HOT-AN-PAN ROAST	ADVANCE TUBCO
205	1	WASH SINK	ADVANCE TUBCO
206	1	WASH SINK	ADVANCE TUBCO
207	2	MULTI-USE	ADVANCE TUBCO
208	2	MULTI-USE	ADVANCE TUBCO
209	2	MULTI-USE	ADVANCE TUBCO
210	1	WASH SINK	ADVANCE TUBCO
211	1	WASH SINK	ADVANCE TUBCO
212	1	WASH SINK	ADVANCE TUBCO
213	1	WASH SINK	ADVANCE TUBCO
214	1	WASH SINK	ADVANCE TUBCO
215	1	WASH SINK	ADVANCE TUBCO
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218	1	WASH SINK	ADVANCE TUBCO
219	1	WASH SINK	ADVANCE TUBCO
220	1	WASH SINK	ADVANCE TUBCO
221	1	WASH SINK	ADVANCE TUBCO
222	1	WASH SINK	ADVANCE TUBCO

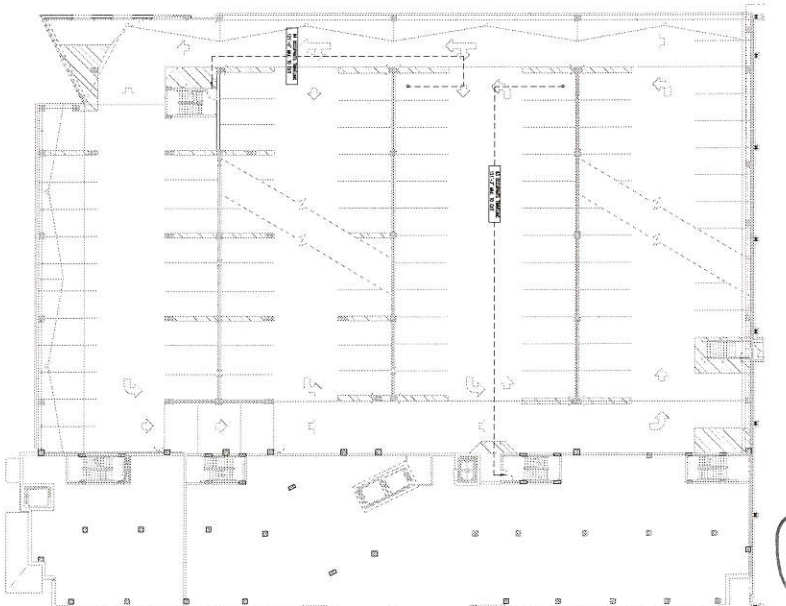




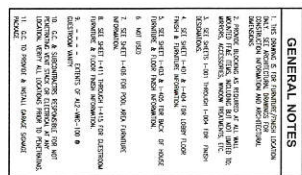
P6 PARKING LEVEL / 4TH FLOOR LIFE SAFETY PLAN  
SCALE 1/8"=1'-0"



P5 PARKING LEVEL / 3RD FLOOR LIFE SAFETY PLAN  
SCALE: 1/8"=1'-0"

P4 PARKING LEVEL / UPPER 2ND FLOOR LIFE SAFETY PLAN  
SCALE 1/8"=1'-0"[illegible]

ELEV. 304.62 METERED (2012 INC. SECTION 2110)  
 OCCUPANCY R: 250'  
 OCCUPANCY A: 250'  
 OCCUPANCY S: 300', 400' MATCHING WITH SPARKLES

[illegible]





0 5'-4" 10'-8" 21'-4"  
SCALE: 3/32" = 1'-0"

## 1-1